

14th Annual

Rural Development Conference

*Winning in a
Turbulent Economy*

April 1 and 2, 2009

*Tennessee Technological University
Cookeville, Tennessee*

Hosted by:

USDA Rural Development

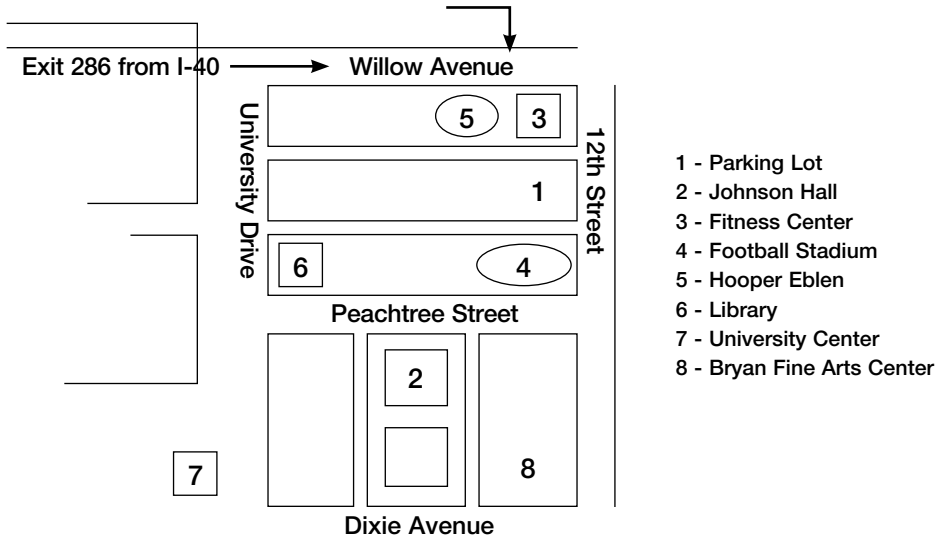
College of Business Administration, Tennessee Technological University

Tennessee Valley Authority



Directions and Parking Instructions for TTU

Take exit 286 from I-40 and go north on Willow Avenue. At the 11th traffic light, turn right onto 12th Street. The Fitness Center will be on your right. Park in the lot between the Fitness Center and the football stadium. Shuttles will provide rides to Bryan Fine Arts Center.



Conference Registration Form

Registration fee: \$80 (Includes reception, continental breakfast, and luncheon)

Register online at www.tntech.edu/cob/rdc. You have the option to pay online using your credit card or mail a check. If sending a check, please register online and print your completed online registration form to mail in with your check. Checks should be payable to: **Tennessee Technological University, College of Business**, P.O. Box 5024, Cookeville, TN 38505. If you need a different method of registration, you may contact Sue Earls at 931-372-3655.

Registration fee is not refundable after March 28, 2009

For other questions about registration or for special needs considerations, call 931-372-3643. For program information, call Rural Development USDA at 615-783-1300 or visit www.rurdev.usda.gov/tn. The sponsors are equal opportunity providers and employers.

Your economic development success begins here. Please don't miss this opportunity to join other regional leaders as they learn the latest on helping communities grow.

Plenary Session Speaker



Carol Johnson

Carol is a proven sales expert and is the founder of Continuous Dialog, a professional consulting company specializing in sales training. Private and public organizations have realized tremendous success and return on investment from the Continuous Dialog proven methods, practical skills and commitment to application. Carol founded the company in 1995 and

initially focused on developing the sales skills and sales management success of Fortune 500 companies. Since 1999, Continuous Dialog has customized proven and competitive market sales skills to create the first Economic Development Sales Training Classes.

While employed with General Foods and MCI, Carol won awards for new products that contributed millions to the bottom line as well as top sales honors in every sales leadership position she held. She earned a BA in marketing from Florida State University and an MBA in finance from Indiana University. A resident of Atlanta, she is married and has two daughters. She is active in community and social initiatives as well as youth leadership.

Luncheon Speaker



LaDonna Gatlin

LaDonna Gatlin is a member of the famous Gatlin family of entertainers. As children, she and her brothers Larry, Steve, and Rudy began performing on stage and television as the Gatlin Quartet. LaDonna left the entertainment business when she grew up and got married. She raised a family and also found a new career as an inspirational speaker and author. A member

of the National Speakers Association, she has earned its highest professional designation. She is one of fewer than 200 speakers worldwide to be honored with a Speaker Hall of Fame lifetime award for speaking excellence and professionalism. She is a contributing author to the bestselling book series *Chicken Soup for the Soul*, and has recorded four solo CDs that contain some of her original songs.

Workshops

“When the News Isn’t Good: How to Communicate in a Crisis or Difficult Situation” and “Telling Your Community’s Story in a Tough Economy: How to Speak with Confidence and Credibility”

Mimi Bliss, Bliss Communications, Nashville

“Changes, Challenges, and Opportunities in Today’s Retirement Market”

Dave Robertson, RPI Media, Wilmington, North Carolina

“Emotional Preparedness: How Changing the Way You ‘Feel’ About Business Recruitment Can Impact Your Success”

Bill Adams, Target Marketing Specialist, TVA, Brandon, Mississippi

“Biofuels Buzz – What it Means for Your Community”

Dr. Kelly Tiller, Director of External Operations, Office of Bioenergy Programs, University of Tennessee, Knoxville

“Universities and Community Colleges as an Economic Development Tool”

Dr. Robert Bell, President, Tennessee Technological University

Dr. Karen Bowyer, President, Dyersburg State Community College

“Eight Challenges Facing Community Leaders and Ten Ideas for Recruiting New Leaders” and “Six Myths About the Future of Small Towns and 20 Clues to Rural Community Survival”

Kurt Mantonya, Heartland Center for Leadership Development, Lincoln, Nebraska

“Making Effective Presentations to Prospects”

Carol Johnson, Continuous Dialog, Atlanta

“Rural Entrepreneurship: Opportunities for Main Street”

Valecia Crisafulli, National Trust for Historic Preservation, Washington, D.C.

“Industrial Site Development: Best Practices”

David Smith, DBS and Associates, Clarksville

“Workforce Certifications for Communities”

Wil Hammond, Grants Program Manager, Tennessee Department of Labor and Workforce Development, Nashville

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Wednesday, April 1, 2009

5:30 pm Reception

Leslie Town Centre, Cookeville Area-Putnam County Chamber of Commerce,
One West First Street, Cookeville
Shuttle service leaves the Holiday Inn Express, Clarion Hotel, and Comfort Inn
and Suites beginning at 5:15 pm

Thursday, April 2, 2009

7:30 am Registration and Continental Breakfast

Bryan Fine Arts Center, Tennessee Technological University

8:30 am Welcome

Dr. Robert Bell, President, Tennessee Technological University
Tennessee State Director, USDA Rural Development
John Bradley, Senior Vice President, TVA Economic Development
Matthew Kisber, Commissioner, Tennessee Department of Economic and
Community Development

8:45 am Plenary Session

"Making the Business Case for Your Community"
Carol Johnson, Continuous Dialog, Atlanta

10:30 am Concurrent Workshops

"When the News Isn't Good: How to Communicate in a Crisis or Difficult Situation"
Mimi Bliss, Bliss Communications, Nashville

"Changes, Challenges, and Opportunities in Today's Retirement Market"
Dave Robertson, RPI Media, Wilmington, North Carolina

"Emotional Preparedness: How Changing the Way You 'Feel' About Business
Recruitment Can Impact Your Success"
Bill Adams, Target Market Specialist, TVA, Brandon, Mississippi

Conference *Agenda*

“Biofuels Buzz – What it Means for Your Community”

Dr. Kelly Tiller, Director of External Operations, Office of Bioenergy Programs,
University of Tennessee, Knoxville

“Universities and Community Colleges as an Economic Development Tool”

Dr. Robert Bell, President, Tennessee Technological University
Dr. Karen Bowyer, President, Dyersburg State Community College

11:45 am Lunch

““Tune Up Your Life“

LaDonna Gatlin

1:30 pm Concurrent Workshops

“Telling Your Community’s Story in a Tough Economy”

Mimi Bliss, Bliss Communications, Nashville

“Eight Challenges Facing Community Leaders and Ten Ideas for Recruiting New Leaders”

Kurt Mantonya, Heartland Center for Leadership Development, Lincoln, Nebraska

“Making Effective Presentations to Prospects”

Carol Johnson, Continuous Dialog, Atlanta

“Rural Entrepreneurship: Opportunities for Main Street”

Valecia Crisafulli, National Trust for Historic Preservation, Washington, D.C.

2:45 pm Concurrent Workshops

“Six Myths About the Future of Small Towns and 20 Clues to Rural Community Survival”

Kurt Mantonya, Heartland Center for Leadership Development, Lincoln, Nebraska

“Industrial Site Development: Best Practices”

David Smith, DBS and Associates, Clarksville, Tennessee

“Workforce Certifications for Communities”

Wil Hammond, Grants Program Manager, Tennessee Department of Labor and Workforce Development, Nashville

Hotel Information

Several area hotels can provide convenient accommodations during your stay.

Baymont Inn & Suites	931-525-6668
Comfort Suites	931-372-1881
Country Inn	931-520-3800
Hampton Inn	931-520-1117
Holiday Inn Express	931-881-2000
Clarion Hotel	931-526-7125
Comfort Inn & Suites	931-372-0086
Fairfield Inn & Suites	931-854-1050

Directions to Leslie Towne Centre – Reception location

From Nashville/I-40 East

Take exit 287, turn left off the exit ramp onto Jefferson Avenue, and go back under the interstate. Stay on Jefferson through several traffic lights (approximately 1.5 miles). After passing the Courthouse on the right, turn left at a four-way stop onto First Street. Go straight through one red light and one more stop sign. The Towne Centre is the large brick building on the left.

From Knoxville/I-40 West

Take exit 287 and turn right off the exit onto Jefferson Avenue. Stay on Jefferson through several traffic lights (approximately 1.5 miles). After passing the Courthouse on the right, turn left at a four-way stop onto First Street. Go straight through one red light and one more stop sign. The Towne Centre is the large brick building on the left.

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3322 West End Avenue, Suite 300
Nashville, TN 37203